



## 4-H Youth Development

### 2000 Programs of Excellence

#### Community Service Learning

#### **4-H Are You Into It?,™ National Public Service Advertising Campaign** *National*

##### Program Description

4-H, in cooperation with The Advertising Council, developed a national Public Service Advertising (PSA) campaign to positively position 4-H and youth as valuable resources in communities across the country. For almost 100 years, 4-H has encouraged volunteerism and has been involved in all types of community service projects to help other youth, families and communities. Additionally, 4-H joined other organizations in support of America's Promise, to involve more than 300,000 youth in community service in the next three years, and to promote youth/adult partnerships in communities to help youth realize their full potential.

The 4-H Are You Into It?™ PSA campaign is a natural outcome of Public Agenda's 1997 opinion survey (Kids These Days: What Americans Really Think About the Next Generation) that explored Americans' attitudes about children and teens. This survey was commissioned and supported by The Advertising Council and Ronald McDonald House Charities. The survey found that adults have a negative image about children and teens. Many Americans think children are spoiled and out of control, not friendly, helpful, or engaging. These criticisms are applied to children across a broad economic spectrum, to children from disadvantaged backgrounds as well as children from the middle and affluent classes. Furthermore, the survey revealed that adults are convinced that today's teens face a crisis - not in their economic or physical well-being but in their values and morals. Most Americans look at today's teens with misgiving and trepidation, viewing them as undisciplined, disrespectful, and unfriendly. Based on this research, The Ad Council created, Commitment 2000: Raising a Better Tomorrow, which focuses on the future health and well-being of America's children. The 4-H Are You Into It?™ campaign is targeted to youth, ages 10-12 and parents of youth ages 8-14.

Twenty-four states, National 4-H Council and the Ad Council continue their partnership to sponsor 4-H's national public service advertising campaign that encompasses television, radio, newspaper, magazine, and outdoor advertising elements. Since 1997, the 4-H PSA campaign has received more than \$127.8 million in donated media time and space. Campaign objectives were: 1) to motivate youth to seek opportunities that will solve issues critical to their lives; 2) to show youth as part of the solution and not part of the problem in their communities and; 3) to show youth as partners in community problem solving and development.

#### Accomplishments and Impacts

In 1999, the Cooperative Extension System reports more than 271,146 youth were involved in volunteerism, service learning and community service, an increase of more than 92,900 youth participants since 1997. More than 21,120 youth and adults called the campaign's toll-free number, and 12.2 people hit the campaign web site.

#### Collaborators

4-H youth, CES staff and volunteers; local and national media outlets, the Advertising Council, Bates USA, National 4-H Council, and Fleischmann's Yeast.

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### **4-H Can Make a Difference**

#### *Illinois*

#### Situation

The Illinois Hunger Coalition reports that more than 1.5 million Illinois citizens go hungry each year and children make up half of this number. Illinois 4-H youth were shocked to learn of this large number -- especially considering Illinois is one of the world's greatest food producers. The 4-H CAN Make A Difference campaign calls attention to this critical need.

#### Program Description

Each of the 1,820 Illinois 4-H community-based clubs can partner with local shelters, meal programs, and/or food pantries to give youth a first hand experience of the problem and determine how they can be part of the solution. Hunger information packets, project planning guides, and "ideas that work" booklets were distributed to each club. The clubs

collaborate with local groups to design and implement unique hunger-related projects. Program goals are: 1) unite 4-H youth with individuals, civic organizations, educational groups, media, corporations, and industries in a campaign to eliminate hunger; 2) create awareness about hunger identify ways everyone can be part of the solution; 3) mobilize 4-H youth and their partners to collect and distribute thousands of pounds of food; 4) engage 4-H youth as volunteers at local food pantries and shelters; 5) enhance youth leadership, citizenship, and communication skills.

Highly visible state level activities call attention to this important 4-H initiative. Hunger-related 4-H displays at major state events (i.e., fairs, festivals) create awareness and help citizens learn how they can get involved. During these events, 4-H youth construct a "house" made out of donated food products. Symbolizing hopes that pantry shelves in every home are stocked with food. The traveling exhibit includes interactive hunger-related information, games, and activities.

#### Stakeholder Satisfaction

The 4-H CAN Make A Difference project unites 4-H community-based clubs around a common concern. The program provides high visibility to local 4-H community action initiatives and helps to reposition the 4-H image. The program receives high marks from 4-H youth, adult volunteers, and Extension staff representatives on the State 4-H Advisory Council. Government officials, agencies, and corporations have been quick to partner with the program because of the quality of work accomplished. Corporate and agency partners have increased participation in this project the past four years. Illinois Food Banks/Second Harvest Network presented 4-H with the Statewide Food Drive of the Year Award.

#### Accomplishments and Impacts

Last year, Illinois 4-H youth collected more than 55 tons of food and donated more than 174,000 hours of volunteer service at local food banks, pantries, shelters, and meal programs throughout the state. Illinois Food Banks estimate that more than 110,000 hungry citizens have been fed as a result of 4-H food collections. A survey of 4-H clubs revealed that 84% of all youth participating in local efforts learned more about the problem of hunger— 68% of the youth reported that they planned to continue working on this initiative. Twelve youth reported that this program led to their career choices.

#### Resource Commitment

Illinois 4-H received a \$2500 grant from Kraft Foods, Inc. to launch the project. The State 4-H Office provided funds for student internships to help coordinate state level activities. University of Illinois Extension 4-H marketing funds support

educational materials the traveling display. Illinois commodity groups, corporations, and the Illinois Department of Agriculture provide funds and in-kind contributions to assist with the program implementation.

#### Collaborators

Illinois 4-H Ambassadors provide youth leadership for this statewide project. Food Bank and Hunger Coalition officials assist with the development materials and the traveling display. The Department of Agriculture incorporates the program as a major feature at the Illinois State Fair and the DuQuoin State Fair. Food manufacturers donate food products and provide financial support. Commodity groups provide funds to help promote the program and product coupons to encourage citizen involvement. United Parcel Service distributes promotional flyers and transports donations to area food banks. John Deere provides vehicles to transport food donations at local events. Illinois Farm Broadcasters publicize the program. Cellular One and Global Technical Services facilitate communications. Several corporations collect food items at local stores, provide product incentives, and other in-kind donations.

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#### Other Base Program Areas This Program Applies To

Nutrition, Diet and Health  
4-H Youth Development

### **Community Service Mini-Grants**

*Michigan*

#### Situation

As a partner with the national "4-H Youth Voices and Action" initiative to engage more young people in meaningful community service, Michigan 4-H Youth Development established a system for 4-H clubs and youth groups to apply for financial assistance to implement their community service projects. By providing financial assistance, the goal was to help youth increase the impact of their community service, really engage in the service learning model and look for projects that held long-term impact possibilities.

#### Program Description

Young people were encouraged to plan, implement and evaluate community service projects that would coincide with

or take place on Make A Difference Day 1999 and or link in some way to the National 4-H "Are You Into It?" campaign. The criteria for the projects were that they would address a community need and youth would be involved in planning and implementing. Michigan 4-H Youth Development provided five "Make A Difference Day in Michigan" mini grants at \$250 and three teen issue grants of \$1,000. Young people and their adult partners were encouraged to follow the national 4-H model for community service—actively assess community needs, plan and prepare for the service project, experience or do meaningful community service, reflect on and assess what happened, and finally apply what they learned to future situations.

### Stakeholder Satisfaction

4-H'ers receiving \$250 grants had the following impact in their communities:

- Montcalm County 4-H'ers chose to bridge the "gap between teens and seniors" by carving pumpkins and delivering them homebound seniors. These visits provided opportunities for meaningful intergenerational sharing and communication.
- Iosco County 4-H'ers provided a safe activity for young people to attend on Halloween and Fox night by creating and staffing a Haunted House.
- St. Clair County 4-H'ers and other community youth gathered on Make A Difference Day to clean up the St. Clair River Watershed collecting 105 bags of trash and 29 tires.
- Barry County involved 245 community members in a community service fair that raised funds for their CASA program and had created items that were donated to benefit seniors, babies, animals, the homeless and others in need in their community.
- Kent County 4-H'ers raised money by producing and performing a musical that raised money for the John Ball Zoological Society which supports the local zoo and endangered species.

4-H'ers receiving \$1,000 grants had these impacts in their communities:

- The Lake County H.O.P.E.S (Helping Our Peers Evaluate Situations) theater troupe worked with the HIV/Aids Council to use theater to educate youth about HIV/Aids.
- The Albion 4-H Youth Leadership Academy in Calhoun County performed interactive skits in elementary schools about the six pillars of character and appropriate moral behavior.
- Calhoun County 4-H'ers also created displays and traveled to local schools to teach young people about the dangers of tobacco products.

### Accomplishments and Impacts

As a result of these community service grants, 3,037 hours of

community service was recorded by 658 volunteers, 486 of them were young people. 4-H'ers reported learning lessons in teamwork, positive interaction with parents and how satisfying their communities could be. One adult volunteer from St. Clair County stated, "I feel each group not only wanted to make a difference one day, but have come together out of pride and concern for their community."

#### Resource Commitment

The Michigan 4-H Foundation provided funding for county projects using resources granted by Pharmacia & Upjohn Animal Health of Kalamazoo, Michigan.

#### Collaborators

The 4-H Critical Contemporary Issues and Youth Development programming committees sponsored these mini-grant opportunities. These committees include 4-H members, volunteers and county and state staff members with an interest in developing learning materials, programs and processes to best address the needs of Michigan young people.

#### Contact Person(s)

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### **4-H Annual Community Service Project**

#### *Texas*

#### Situation

Both the Texas Children's Hospital and the Dallas Children's Hospital on a daily basis perform 65 to 100 operations per hospital. Research has shown that children having a comfort item after surgery perform better in the recovery process. The Texas 4-H Council has a seven year history of a statewide community service project for such purposes.

Consistent standards and goals have been set for all statewide community service projects. Those set for the stuffed animal project were:

1. The collection of 3,000 new stuffed animals during Texas 4-H Roundup.
2. The awareness by the Texas 4-H members of the value of community service.

#### Program Description

The Texas 4-H Community Service is the result of the thirty-six

members of the Texas 4-H Council selecting a statewide community service project each year to benefit less fortunate youth in Texas. In January of 2000, the Texas 4-H Council selected as the state Community Service Project the collection of new stuffed animals for the Texas Children's Hospital in Houston, Texas, and the Dallas Children's Hospital. The goal of three thousand stuffed animals was set by the council members. These stuffed animals were to be collected during Texas 4-H Roundup, June, 12-16. The objectives of this community service project were as follows:

- Provide a sense of security to patients being admitted to the hospital either under emergency care or for surgery.
- Develop a partnership with the children's hospitals for possible future community service projects.

#### Accomplishments and Impacts

The efforts of the Texas 4-H Council and the Texas 4-H Faculty to organize and coordinate this community service project resulted in the collection of over 1,100 stuffed animals. Even though this was below the targeted goal, the hospitals were grateful for the donation and insured the Texas 4-H Council that many children would benefit from the stuffed animals.

#### Collaborators

Texas Agricultural Extension Service, Texas 4-H & Youth Development Program, Texas 4-H Council, Texas 4-H Youth Development Foundation, Texas Children's Hospital and Dallas Children's Hospital.

#### Contact Person(s)

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### **Teen Community Service**

#### *Tennessee*

#### Program Description

Teen programming is a priority of the Tennessee 4-H program. A focus group study was conducted to determine the teen perspective of "why teens do or do not participate". Results of this study show that some factors which attract teenagers and/or keep them involved are: opportunities for interaction, fun, new conceptual and interpersonal skills and personal growth. Senior High 4-H members can become All Stars through participation in activities and the completion of a



community service project. Tennessee 4-H Sigma Lambda Chi chapters also focus on community service. Senior High Adventure Weekend, with a focus on statewide community service and adventure challenges, was initiated in 1999. It provides a stimulating emphasis on teen interaction, leadership and personal growth. 4-H youth also conduct service learning projects during three major statewide events including State Congress, Academic Conference and Roundup. In addition to the statewide emphasis, each county has the opportunity to report on their local service learning activities.

#### Stakeholder Satisfaction

Service learning was a program focus at 3 major statewide events. Evaluations from these events show that participants value their experiences and feel good about their contributions in improving their community and the lives of others. Reported local activities totaled 112 different projects. They involved 621 All Stars, 5,878 younger 4-H'ers and 631 volunteer leaders who donated 48,893 hours.

#### Accomplishments and Impacts

Adventure Weekend has been held for two years and continues to grow in size and scope to nearly 150 participants. At the 1999 Adventure Weekend each of four districts completed a service project. In 2000, all teens assisted in the development of the Cumberland Trail, a new natural area reaching from Kentucky to Georgia.

During State 4-H Round-Up at The University of Tennessee-Martin, approximately 100 youth conducted two service projects that should have lasting impact on the Martin community. The first project involved repairing a drainage ditch at Martin Westview High School. Water running off of the school parking lot was causing erosion problems. Not only was the erosion unsightly, but also the runoff could pose potential problems for the adjoining city park. The second project was a landscape design project that would create an A-Z garden for young people. The 4-H'ers developed a garden in the shape of Tennessee and positioned landscape timbers to depict the intrastate highway system, which cut the design into smaller gardens. Local school children will grow the plants to go into the gardens and will have plants representing each letter of the alphabet.

At Tennessee 4-H Congress in Nashville, 4-H delegates joined with the Salvation Army and the Boys and Girls Clubs to support the Red Shield Family Initiative, a program designed to empower 400 youth in the most impoverished neighborhood in Middle Tennessee. More than 350 arts, recreation and tutoring items were donated to enrich recreation and academic tutoring programs. Staff and students from the program accepted the



supplies and shared information about the program with Congress delegates.

One hundred and seventy-five delegates attending junior high academic conference conducted a service project at Ijams Nature Center where they removed exotic plants to help restore the forest ecosystem. They learned that invasive plants out-compete native trees and wild flowers for nutrients, water and sunlight as they recognized the difference they could make to help balance the ecosystem.

Local service learning projects focused on literacy, environmental improvement, health, education, work with elderly or disadvantaged individuals and others. As a result of these efforts, 6,000 lbs. of food and 2,500 books were donated to local charities. Earth day workshops were held for 350 children and 178 trees were planted. Two miles of highway were cleaned and 4.8 tons of trash was removed from the riverbanks. Over \$200 was donated to domestic abuse shelters, libraries, and hospitals. More than 350 people were tutored or received domestic assistance.

#### Resource Commitment

A 1999 National 4-H Council Youth in Action-Community Service Grant of \$1500 provided the initiative to highlight and showcase service-learning projects.

#### Collaborators

Communities, human resource agencies, nature centers, natural areas, schools and parks were positively impacted by the efforts of teen 4-H'ers as a result of the statewide project emphasis. Tennessee 4-H'ers strengthened or established partnerships with 51 community agencies in the completion of their local activities. These partnerships included housing authorities, libraries, charity organizations, churches, local businesses, nursing homes, health care organizations, day cares, media outlets, schools, and others.

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### **4-H Youth Lend Support To a Homeless Shelter**

*New Jersey*

#### Situation

A local homeless shelter was in need of programs and activities to provide support to the children living at the shelter. A 4-H teen council was seeking a community project to

undertake.

### Program Description

The "5th H" 4-H Club provides support to women and children in a local homeless shelter. As a club with a focus on community service learning, they named their club to represent another "H" standing for Help. Since 1997, their support has evolved from hosting monthly birthday parties to rebuilding and furnishing a family room in the shelter. The 4-H'ers work with their leaders and the Child Services Coordinator of the Agape House to develop the appropriate activities for the youth at the shelter, as well as determine needs of the shelter to better help the residents. These activities have included hosting monthly birthday parties for the children, conducting Thanksgiving food drives, providing goody bags and a visit with Santa during the holidays, and taking the children to the circus. The club received a Youth In Action Community Service Grant from National 4-H Council for \$1,500. Using this seed money for furniture and accessories, along with supplies and labor donated by The Home Depot, they renovated a room that was destroyed by Hurricane Floyd. The room is now a family room and playroom for the children.

### Stakeholder Satisfaction

As a result of the club's efforts, they have made Thanksgiving special by providing a complete dinner for 18 families. In December, when the club members came with goody bags, and played Santa, in some cases, this was the first time ever meeting Santa! In addition to the satisfaction of the women and children who benefit from the club's activities, local businesses are demonstrating their support through a variety of donations. The 4-H'ers are proud of what they do and how they make a difference. Club membership has doubled, and the parents of the 4-H'ers have gotten more active in the club and in 4-H. They can often be found at the shelter with their children helping repair or build something. This allows parents an opportunity to work with their own children in a positive way.

### Accomplishments and Impacts

Close to 150 youth living in the shelter have been impacted by the efforts of this club. There are usually at least 15 mothers with their children at Agape at any one time. The Child Services Coordinator of the Agape house believes the 4-H youth are enriching the lives of the children at the Agape House. The youth at Agape House look forward to seeing the 5th H Club. Each year, the 5th H 4-H club has looked for new ways to help the Agape House. The 4-H'ers have a vested interest in their "project" of helping. This type of club has helped many of the shy 4-H'ers become leaders, given them a sense of purpose, and an appreciation for what they have. Often the mothers at the shelter are not much older than the 4-

H'ers themselves. The 4-H'ers have developed a sense of responsibility for the kids they help at the shelter.

#### Resource Commitment

2000 Youth In Action Community Service Grant from National 4-H Council and MetLife - \$1,500; Home Depot (in kind for materials and labor) - \$4,000; Other community donations (food, money, etc) - \$2,000.

#### Collaborators

Agape House (the homeless shelter), National 4-H Council (through a grant sponsored by MetLife), Home Depot, Walmart, and ShopRite, Somerset Hills YMCA (circus tickets).

#### Contact Person(s)

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#### Other Base Program Areas This Program Applies To

Leadership & Volunteer Development, Family Development & Resource Management

### **New Bedford 4-H Community Service Learning Program *Massachusetts***

#### Situation

The City of New Bedford has experienced economic challenges with the loss of its textiles and fishing industries. This has led to an increase of unemployment, homelessness, people in need of food and run-down neighborhoods and schools.

#### Program Description

Ten youth from each of the five neighborhood school sites were recruited to discuss needs in their community. They identified hunger, vandalism of school properties, and run-down school grounds which needed some beautification. They also noted that it appeared as though no one cared. With the help of a site coordinator for after school programs at each site, youth in grades 4-8 learned skills for life, planned and conducted activities to feed the hungry, and learned how to beautify their school grounds.

#### Stakeholder Satisfaction

These youth formed community service learning groups at their schools and met twice a week for two hours. They participated in sessions to help them work together, communicated with their school principals, worked with an agency that distributed

food, and strived to become more productive members of their school and community.

An informal survey of principals and teachers indicated that youth involved in the 4-H Community Service Learning program displayed better behavior, had better grades, and showed more caring towards others, and that more such programs were needed. The beautification of school grounds also created a more pleasant atmosphere. Letters from agencies offered help to these 4-H programs for distributing the food, and actual recipients of the food expressed great appreciation for the food.

#### Accomplishments and Impacts

Each school site had landscaped areas with flowers. The youth beautified the school office and foyer during the winter months and conducted major clean-ups at least twice a year. They researched, consulted and purchased a particular type of trash container which had the containers printed with "Feed Me, Not The Ground" and "Donated by the CSL Clubs" including the 4-H and other funder logos.

Two sites, together, fed close to 50 families during the holiday season. As a group, they gathered approximately 1000 cans of food, sorted thousands of non-perishable products throughout the school year, and prepared and packaged snacks for the needy. The children received great benefit as noted through the survey and have expressed the desire to continue and do more.

#### Resource Commitment

Besides 4-H YFD support and in-kind support from the U Mass Dartmouth Neighborhood College and the New Bedford School Department, the primary collaborators and funders were: HUD at \$10,000 and the MA Service Alliance at \$30,000.

#### Contact Person(s)

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#### Other Base Program Areas This Program Applies To

Community Resource & Economic Development  
Leadership & Volunteer Development  
Nutrition, Diet and Health